

To better reach prospective winery visitors, it is important to understand the information sources used. A comparison of the most *influential information source* used by the respondents revealed some interesting differences between instate and out of state visitors. An overall assessment of influential information source showed significant differences between the two groups ($\chi^2= 59.119$, $df=24$, $p = 000$).

To identify the individual information sources that were significantly difference, the sources were ranked according to percentage of respondents who chose a particular source and rank differences between instate and out of state visitors were assessed. Significant differences were found between eight information sources: *TV Ads, news or feature story, road signs, NASCAR, part of a tour, festival booth, reputation, and saw/tasted wine*.

Instate visitors were influenced to a greater extent by the media - TV Ads, news or feature stories, road signs, information found at a festival booth and seeing/tasting the wine, whereas out of state visitors were influenced to a greater extent by reputation, NASCAR and part of a tour.